

ABSTRAK

Aulia Mestikasari. NIM:D0213016. SIARAN RADIO DAN BUDAYA JAWA {Studi tentang Dampak Siaran Budaya Radio Slenk FM terhadap Masyarakat (Pendengar Radio Slenk FM) di Surakarta}. Skripsi. Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Politik (FISIP), Universitas Sebelas Maret (UNS), Surakarta, 2017.

Menanggapi mulai mudarnya kebudayaan Jawa di Kota Solo, Slenk FM maju sebagai penyangga dan tameng budaya lokal setempat. Di tengah kuatnya gempuran budaya asing, yang menimbulkan pergeseran selera dan budaya, terlebih ketatnya persaingan industri radio swasta di Kota Solo, Slenk FM mampu tampil berbeda. Berani membidik khalayak minor yang menyukai nilai-nilai yang mengakar pada wujud-wujud kebudayaan Jawa. Meski tidak banyak radio swasta di Solo yang berani dan mampu memposisikan diri sebagai radio budaya. Dengan visi misinya, yakni “Mari bersama-sama kita *nguri-uri kabudayan Jawi lan ngraketaken pasederekan*,” Slenk FM terus bertahan hingga kini, konsisten dengan ideologinya untuk melestarikan kebudayaan Jawa. Sejak berdirinya radio tersebut, diharapkan dapat mengurangi perubahan sistem sosial pada masyarakat Kota Solo dan kembali meningkatkan pengetahuan serta kecintaan mereka terhadap Kebudayaan Jawa.

Penelitian ini dilakukan guna mengetahui: (1) kecenderungan *Positioning* penyiaran Slenk FM yang disampaikan ke khalayak dan memaparkan alasan mengapa hal tersebut dipilih. (2) mendeskripsikan karakteristik secara umum/profil pendengar Radio Slenk FM dan menjelaskan alasan mengapa mereka mendengarkan radio tersebut. (3) mengetahui dampak dari siaran budaya radio Slenk FM terhadap masyarakat Kota Solo. Jenis penelitian ini adalah kualitatif, dengan metode pengumpulan data yakni observasi, dokumentasi dan wawancara mendalam terhadap 10 informan dari berbagai kalangan yakni budayawan, pendengar aktif Slenk FM, dan pihak internal radio Slenk FM. Teknik *sampling* yang dipilih adalah *purposive sampling*. Peneliti menggunakan teori *uses and dependency* yang dikemukakan oleh Melvin deFleur dan Sandra Ball-Rokeach, yang mengemukakan bahwa menurut beberapa faktor tertentu, audiens aktif dapat memiliki ketergantungan tertentu terhadap media massa yang menimbulkan dampak ketergantungan berupa efek kognitif, afektif, dan behavioral. Secara umum, dampak tersebut, membuktikan bahwa terdapat peningkatan pengetahuan dan kecintaan masyarakat Kota Solo terhadap Kebudayaan Jawa.

Kata Kunci: Siaran Radio, Siaran Budaya, Dampak/ Efek, Teori Uses and Dependency

ABSTRACT

Aulia Mestikasari. NIM: D0213016. RADIO BROADCASTS AND JAVANESSE CULTURE {A Studies about the Impact of Slenk FM Radio's Culture Broadcasting against Society (Specifically for The Audiences Of Slenk FM Radio) in Solo}. Thesis. Communication Science Department, Social and Political Sciences Faculty, Sebelas Maret University, Surakarta, 2017.

Responding to the waning of Javanese culture in Surakarta, Slenk FM is placed themselves as a frontier for a local culture's pillar and shield. In the middle of the strong attack of foreign culture, which caused a shift in tastes and culture, especially the tight competition of the private radio industry in Solo, Slenk FM able to present itself differently. Slenk FM dare to snaps the minor audiences who liked the value of Javanese Tradition. Although, not all private radio in Solo dare to entitled their self as a cultural Radio. The vision of its mission is : “Mari bersama-sama kita *nguri-uri kabudayan Jawi lan ngraketaken pasederekan*,” (which is have a meaning to keep the togetherness to take care of Javanese Culture and bound the brotherhood). Slenk FM continued to keep their existence, until this day, they are consistent with the ideology for preserving Javanese Culture. Since the establishment of the radio, it is expected to reduce the change of social system in the community in Solo, and increase the knowledge and love of the society in Javanese Culture.

This research was conducted to know some points: (1.) the tendency of positioning broadcasting Slenk FM delivered to audiences and lays out the reasons why it was chosen. (2.) describes the characteristics in general/ based on the Slenk FM Radio audiences and explain the reason why they are listening to the radio. (3.) find out the impact of Slenk FM radio's cultural broadcasting toward the societies. This kind of research is qualitative, and had done by collecting data methods i.e. observation, documentation, and doing in-depth interview to 10 informants from many different people i.e. the cultural observer, Slenk FM's active audiences and the internal of Slenk FM radio. The sampling techniques that chosen is purposive sampling. Researcher using theory ‘*uses and dependency*’ that was conceived by Melvin deFleur and Sandra Ball-Rokeach, who suggested that according to some specific factors, active audience can have certain dependencies against the mass media that raises the impact of dependence in the form of cognitive, affective, and behavioral effects. In general, its impacts prove that there is an increase in the knowledge and awareness of the societies towards the Javanese Culture.

Keywords: Radio, Broadcasting, Cultural Impact/Effect, Theory Uses and Dependency